



January 25, 2007

TO: Transportation Authority of Marin Commissioners

FROM: Dianne Steinhauser, Executive Director

RE: Proposed Professional Services Agreement with Wilbur Smith Associates Related to the Preparation of a Community-Based Transportation Plan for Marin City, Agenda Item 9

Dear Commissioners:

Executive Summary

Last month, the TAM Board authorized the funding agreement and work scope for the Marin City Community Based Transportation Plan and indicated that a contract with the selected consultant, Wilbur Smith Associates (WSA) would come back to the TAM Board in January. To comply with MTC's requirement, the consultant, WSA, teamed up with two community based organization (CBO), ISOJI and the Marin City Community Development Corporation (CDC), to assist with outreach and community coordination. WSA's first task will be to develop a project timeline to guide the project through the next year of intensive community work, in concert with their CBO team.

Recommendation: Authorize the Executive Director to execute a Professional Services Agreement with Wilbur Smith Associates to prepare the Marin City CBTP.

Background

The Community-Based Transportation Planning (CBTP) program was created by the Metropolitan Transportation Commission (MTC) to advance the findings of two MTC reports completed as part of the *2001 Regional Transportation Plan (RTP)* update. The *Lifeline Transportation Network Report* identified transit needs in economically disadvantaged communities throughout the San Francisco Bay Area, and recommended community-based transportation planning as a first step to address these needs. Likewise, the *Environmental Justice Report* for the 2001 RTP also identified the need for MTC to support local planning efforts in low-income communities throughout the region.

MTC launched a successful pilot program in five different economically disadvantaged communities throughout the Bay Area. The success of this program led to funding totaling \$60,000 for each of two communities in Marin County: the Canal neighborhood of San Rafael and Marin City. The Canal Neighborhood Community Based Transportation Plan was completed and accepted by the TAM board in September 2006.

The CBTP is designed to be a collaborative effort involving residents of low-income and minority communities, community and faith-based organizations that provide services within these communities, transit operators, county congestion management agencies, and MTC. Each

planning process involves a significant community outreach component to engage the direct participation of residents. The outcome of the planning process is a CBTP that includes locally-identified transportation needs, as well as solutions to address them. Solutions may include: capital improvements, such as access improvements, bus stops, benches, shelters; expanded fixed-route transit; or other transportation services, such as shuttles, bicycle options, or auto-oriented alternatives. Funding opportunities are explored to support the solutions, and an outline for an action plan to implement them is developed. Following the completion of a plan, results are forwarded to applicable transit and local agencies, MTC, or other relevant boards for consideration in future planning, funding, and implementation discussions or proposals, such as countywide expenditure plans, RTP updates, etc.

MTC Funding Agreement and Scope of Work

Last month, the TAM Board authorized the Executive Director to execute a funding agreement and its associated scope of work with MTC for the Marin City CBTP planning process. This funding agreement states that the funds are available to TAM on a reimbursement basis and based upon completion of specific deliverables throughout the effort.

Wilbur Smith Associates Professional Services Agreement

In December 2004, TAM released a Request for Qualifications asking qualified consultants to provide on-call support services related to TAM's Work Program. The Work Program included the CBTP work, and Wilbur Smith Associates (WSA) was originally included in the Nolte team for preparation of CBTPs in both the Canal Neighborhood of San Rafael and Marin City, but subsequently separated from the Nolte contract to do work specifically on both CBTPs for TAM. Accordingly, WSA will provide services to deliver the CBTP scope of work developed by MTC and TAM staff with guidance from a Technical Advisory Committee and a Stakeholder Committee at a not-to-exceed cost of \$54,000 (10% of the MTC funds, or the remaining \$6,000, will be applied towards TAM staff administration costs). To maximize community participation in the process and meet a requirement of MTC, WSA has teamed up with ISOJI and the Marin City Community Development Corporation, both community-based organizations, to enhance communications and meeting facilitation during the process.

Recommendation – Staff recommends that TAM authorize the Executive Director to execute the Professional Services Agreement with Wilbur Smith Associates in an amount not to exceed \$54,000.

Attachments: Proposed Scope of Services for Wilbur Smith Associates

EXHIBIT A
MARIN CITY COMMUNITY-BASED TRANSPORTATION PLAN
SCOPE OF WORK - WILBUR SMITH ASSOCIATES

The following scope of work describes the tasks and responsibilities for the Marin City Community-Based Transportation Plan (CBTP). TAM will be assisted in the preparation of the Marin City CBTP by the Consultant Wilbur Smith Associates (WSA). Two community-based organizations (CBOs) have been identified to assist WSA with public outreach for this project: ISOJI and Marin City Community Development Corporation (MCCDC). It is expected that this project will be completed within one (1) calendar year of the final execution of the contract.

Task 1: Project Budget and Schedule/Kickoff Meeting

WSA shall prepare a budget and preliminary schedule to complete the tasks associated with this planning project. TAM will submit the project budget and schedule to MTC for approval. A kickoff meeting will be held with TAM, WSA, Project CBO's, and Marin City Community Services District. This meeting will be held to discuss project coordination, participant responsibilities, and outreach methodologies. TAM will provide an appropriate location for the meeting.

Deliverable #1A: Draft Project Budget and Schedule [WSA].

Deliverable #1B: Final Project Budget and Schedule [WSA].

Meetings: Kickoff Meeting.

Task 2 - Technical Advisory Committee Formation (NOT INCLUDED IN WSA CONTRACT)

TAM will form a Technical Advisory Committee (TAC), consisting of staff representatives from TAM, Marin County Community Development Agency, Marin County Department of Public Works, Marin City Community Services District, Marin County Transit District, Golden Gate Transit, Marin County Health and Human Services, and MTC to:

1. Work with Marin City community representatives to develop a community outreach plan.
2. Review and prepare work products prior to distribution and presentation to a Stakeholder Committee (see Task 4), Board of Supervisors, and TAM.
3. Monitor the schedule and completion of tasks and work products.

Deliverable #2: Task 2 Memorandum summarizing participants on the TAC [TAM].

Task 3 – Develop Draft Existing Conditions Summary Report

As the first step in this collaborative planning process, WSA will compile and analyze the following resources to establish a picture of existing transportation system, including transit service, use, conditions and bike and pedestrian facilities that impact Marin City residents:

- MCTD Short Range Transit Plan (March 2006)
- MCTD Service Plan (May 2006)
- Marin Bus Transit Futures: Improving Local Transit Choices (February 2001)
- MCTD Strategic Plan: Existing System Analysis Report (October 2004)
- MCTD Ride & Roll Evaluation Report (Spring 2004)
- MCTD Executive Summary Report (Spring 2004)
- Moving Forward: A 25-Year Transportation Vision for Marin County (February 2003)
- Marin/Sonoma Express Bus Study (June 2002)
- Marin Countywide Plan (1994)
- Marin Countywide Plan Update – Draft Final (February 2005)
- Welfare to Work Report (2000)
- GGT Paratransit Riders Guide (October 2004)
- GGT Short-Range Transit Plan (2004)
- GGT FY 2004 Annual Report (2003/2004)
- Ridership Data (GGT fixed-route, shuttles, other transit)
- Current GGT Fixed-Route Bus Schedules and Routes
- Current GGT Bus Stops and Shelters
- Current GGT Ridership Data (Origin & Destination data)
- Current shuttle service schedules and routes
- Whistlestop Wheels Ridership Data
- Marin County Unincorporated Bicycle and Pedestrian Master Plan (February 2001)
- Secured funding and grant opportunities for transportation improvements
- Other reports, including travel data from nearby schools, identified during this task

The draft Existing Conditions Summary Report will summarize the relevant information contained in the documents listed above and will also include, but not be limited to, the following specific analyses:

1. A demographic and geographic description of the Marin City area (*Census 2000 data*)
2. A general map of Marin City (*MTC GIS resources*)
3. A transportation-specific map that depicts the street layout, bike and pedestrian facilities, fixed transit and shuttle routes, school bus routes, and bus stops and shelters that serve Marin City (*GGT GIS resources, MTC GIS resources*)

4. A demographic map that depicts locations within Marin City that have high concentrations of very low- and low-income households (*MTC GIS resources, Census 2000 data*)
5. A map that depicts areas with essential destinations within a five-mile radius of Marin City (*TAM/County of Marin GIS resources*)
6. A summary of MTC's Lifeline Transportation Network Report findings that correspond to Marin City (i.e., designation of Lifeline Transit Routes and identification of temporal and spatial service gaps information obtained from prior community meetings) (*MTC GIS resources*)
7. A study area-wide map that overlays transportation and demographic information on one map (*TAM or GGT GIS resources, MTC GIS resources, Census 2000 data*)
8. A summary of Marin County Transit District's and Golden Gate Transit's current policies relative to transit service.
9. A summary of relevant transportation policies from TAM and Marin County transportation policy documents.

The draft Existing Conditions Summary Report will be provided to the TAC members for review and comment prior to transmittal of an executive summary of the draft report to the Stakeholder Committee for their initial meeting. TAM will assist in providing background documents and GIS resources to WSA as listed above.

Deliverable #3: Draft Existing Conditions Summary Report and Executive Summary for Marin City [WSA]

Task 4 – Initiate Collaborative Planning and Outreach Process

Stakeholder Committee

In order to solicit input from affected citizens and other stakeholders, TAM will facilitate a community-based, collaborative planning and outreach process. As one of the first steps in the outreach process, TAM will lead outreach efforts and form a Stakeholder Committee that will likely include Marin City residents, neighborhood community and business leaders, school representatives and officials, County public officials and staff, representatives from Community-Based Organizations (CBOs) serving Marin City, County social service agencies, faith based organizations, and elected officials and staff from MTC, TAM, Marin City Community Services District, Marin County Transit District, and Golden Gate Transit. District 3 Supervisor, Charles McGlashan will appoint Stakeholder Committee members to provide advice to the Supervisor.

Community Outreach Plan

WSA, with assistance from a core group of community representatives, the Project CBOs (ISOJI and MCCDC) and TAM, will draft a community outreach plan. Outreach problems and issues will be identified, and a potential range of solutions will be prioritized. The plan will present the best strategies to maximize participation of community activists, Community-Based Organizations (CBOs), and other community members in the planning process.

Stakeholder Committee Meeting #1

TAM will convene Stakeholder Committee Meeting #1. The meeting will be held at a site readily served by transit and with adequate meeting space.

The following materials (an agenda, the work scope, schedule, draft Executive Summary of Existing Conditions Report, and draft Community Outreach Plan) will be transmitted to the Stakeholder Committee at least one week prior to the meeting.

The purpose of the initial stakeholder meeting is to address the following:

1. Present the planning process, work scope, and schedule
2. Review, discuss, and finalize the Draft Executive Summary of the Existing Conditions Summary Report for the Marin City Study Area
3. Review, discuss, and finalize the Draft Community Outreach Plan
4. Agree upon next steps and meeting schedule

TAM, with assistance from WSA, will facilitate the discussion of agenda items using suitable presentation materials such as PowerPoint. Comments from the Stakeholder Committee and any public attendees at the meeting will be recorded. In particular, TAM is interested in stakeholder input on the techniques presented in the Community Outreach Plan. Are these the best means to maximize public participation and input? Comments received at this meeting will be incorporated, as appropriate.

Meeting #1 will conclude with a discussion of what steps need to be taken prior to Stakeholder Committee Meeting #2.

Deliverable #4A: Task 4 Memorandum listing participants on the Stakeholder Committee [TAM]

Deliverable #4B: PowerPoint or other presentation materials on the planning process, work scope, schedule, and Executive Summary of the Draft Existing Conditions Summary Report [WSA and TAM]

Deliverable #4C: Final Executive Summary and Existing Conditions Summary Report [WSA]

Deliverable #4D: Draft Community Outreach Plan detailing specific strategies to maximize participation in the planning process [WSA, Project CBOs and TAM]

Deliverable #4E: Final Community Outreach Plan detailing specific strategies to maximize participation in the planning process [WSA, Project CBOs and TAM]

Deliverable #4F: Minutes from Meeting #1 [WSA and TAM]

Task 5 – Implement Community Outreach Plan

Following acceptance of a Community Outreach Plan by the Stakeholder Committee, WSA, with assistance from the Project CBOs (ISOJI and MCCDC) and TAM, will initiate outreach efforts. Examples of outreach elements that could be included in the plan include, but are not limited to:

- Informational mailings to households, organizations, and businesses
- Door to door surveying of residents and businesses
- Outreach to Community-Based Organizations and public agencies serving Marin City to encourage support and communication about the transportation planning process with their clients or members
- Informational postings on the TAM website
- Neighborhood meetings facilitated by TAM
- Presentations to local CBO's, churches, business organizations, etc.
- Presence at local community events
- A telephone informational hot line

The cost of implementing the Community Outreach Plan shall not exceed the funds allocated in the project's final budget.

Deliverable #5: Task 5 Memorandum summarizing community outreach efforts and findings. [WSA and Project CBOs]

Task 6 – Identify Transportation Gaps and Potential Solutions

Stakeholder Committee Meeting #2

The 2nd meeting of the stakeholder committee will focus on identifying transportation gaps in Marin City. Findings of the outreach to community members (Task 5) regarding transportation gaps and possible solutions will be summarized prior to this meeting. WSA and TAM will facilitate the discussion of specific transportation gaps that affect the Marin City community and potential solutions to those gaps. This may involve open discussions among participants about difficulty getting around town and to other destinations. The Committee will be asked to prioritize the identified gaps. The discussions and feedback will be recorded on easels for the Stakeholder Committee to view.

The following materials (a meeting agenda, minutes from Meeting #1, Task 5 Memorandum) will be transmitted at least one week prior to Meeting #2.

Meeting #2 will conclude with a summary of issues and comments, priorities, and next steps discussed at the meeting.

After Stakeholder Committee Meeting #2 and completion of Task 6A, the TAC will categorize the potential solutions to the transportation gaps as short-, medium-, or long-term solutions and will determine the appropriate amount of initial technical analysis that TAM and WSA should conduct for each gap based on budgeted time. The additional technical information may include, but would not be limited to: preliminary identification

of costs; potential funding sources; identification of potential markets; and examples of best practices for similar situations.

Stakeholder Committee Meeting #3

The 3rd stakeholder committee meeting will focus on prioritizing the gaps and solutions identified during Meeting #2 and through community outreach and summarized in Task 5 and 6A Memorandums. The timing for implementation as developed by the TAC and summarized in Deliverable #6B2 will also be presented to the committee. TAM and WSA staff will facilitate the discussion focused on the ranking of the gaps and potential solutions. Criteria for prioritization may include:

- Community support
- Population to be served
- Benefit to the community
- Cost-effectiveness
- Funding availability
- Ease of implementation
- Consistency with other policies and plans
- Ease of use

At least one week prior to Meeting #3, the following materials (meeting agenda, minutes from Meeting #2, Task 6A Memorandum, and TAC categorization-#6B2) will be transmitted to the stakeholder committee.

Following Meeting #3, the Task 6C Memorandum will be prepared including the prioritized list of identified gaps and potential solutions. The highest ranking gaps and solutions, as identified by the Stakeholder Committee, will be further developed into specific recommendations for the CBTP including:

1. Description of the spatial or temporal gaps
2. A discussion of the impacts of the gaps on Marin City residents
3. The solution(s) proposed
4. Identification of the parties that could implement the solution(s)
5. The cost of implementing proposed solution(s)
6. The possible source(s) of funding for proposed solution(s)
7. The evaluation methods for the proposed service (i.e., cost effectiveness)
8. How the solution is related to and would coordinate with other transportation services
9. How consistent the potential solution(s) is with Golden Gate and Marin County Transit Districts' Short-Range Transit Plans and relevant transportation policy documents

Deliverable #6A: Task 6A Memorandum summarizing transportation gaps and potential solutions identified by the Stakeholder Committee and community outreach [WSA]

Deliverable #6B1: Minutes from Meeting #2 [TAM and WSA]

Deliverable #6B2: TAC categorization of potential solutions [TAM and TAC]

Deliverable #6C: Task 6C Memorandum, a prioritized list of transportation gaps and potential solutions, as identified by the Stakeholder Committee and community at large [WSA]

Deliverable #6D: Minutes from Meeting #3 [TAM and WSA]

Task 7 – Prepare and Present Draft Community-Based Transportation Plan

A draft Community-Based Transportation Plan that incorporates all technical memoranda, working papers, reports, and minutes from the previous tasks into a clear and concise action plan will be prepared. The prioritized list of potential transportation improvements to bridge transportation gaps in the Marin City area will be presented. The discussion will include consideration of projects to improve mobility by driving, riding transit, bicycling and walking. Potential funding sources for project implementation will be outlined. The draft plan will also document the results of outreach efforts, including meeting attendance, number of one-on-one contacts made through door-to-door surveys, and size of mailing lists used for meeting announcements.

Stakeholder Committee Meeting #4

TAM, with assistance from WSA, will present the findings of the draft plan and will solicit feedback from the committee. Suitable presentation materials such as PowerPoint will be used. This step is designed to ensure that there is broad Stakeholder support for recommendations from the prior to presenting the draft plan for broader public comment.

At least one week prior to Meeting #4, the meeting agenda, the draft plan, and minutes from Meeting #3, will be circulated to the Stakeholder Committee and other interested parties. Meeting #4 will conclude with a summary of draft plan comments and next steps.

Deliverable #7A: Draft Community-Based Transportation Plan and accompanying PowerPoint presentation [WSA]

Deliverable #7B: Minutes from Meeting #4 [WSA and TAM]

Task 8 – Prepare and Present Draft Final Community-Based Transportation Plan

Following any revisions based on feedback from Stakeholder Committee Meeting #4, the draft final Community-Based Transportation Plan will be made available in multiple venues for public comment:

- A copy of the draft plan will be posted on TAM's website.
- Copies of the draft plan will be available at public libraries.
- Copies of the draft plan will be provided to the Marin City Community Services District.
- Subject to alternate outreach techniques recommended by the Stakeholder Committee, a public meeting may be held in Marin City to present the draft plan and encourage maximum community participation, comment, and broad public participation. WSA will assist TAM in coordinating and organizing all materials, meeting facilities and presentations.

Public comments on the draft plan will be summarized in a Task 8B Memorandum, which will also include recommended revisions by the TAC to the draft plan before being presented back to the Stakeholder Committee.

Deliverable #8A: Draft Final Community-Based Transportation Plan and accompanying PowerPoint presentation [WSA and TAM]

Deliverable #8B: **Task 8B** Memorandum summarizing public comments on the draft plan and revisions recommended by the TAC [WSA]

Task 9 – Stakeholder Committee Consensus Acceptance of the Final Draft Community-Based Transportation Plan

Stakeholder Committee Meeting #5

The final stakeholder committee meeting will review TAC and public comments on the draft plan. The Committee will be asked to provide final comments, which will be incorporated into the Final Draft Community-Based Transportation Plan. The committee will be asked for a consensus acceptance of the plan that will be presented to the Board of Supervisors and TAM Board for acceptance.

An agenda, minutes from Meeting #4, and the Task 8B Memorandum will be circulated to the Stakeholder Committee and other interested parties at least one week prior to Meeting #5.

Meeting #5 will conclude with consensus acceptance of the plan including comments and revisions to the final draft plan that will be presented to the Board of Supervisors and TAM Board for acceptance.

Deliverable #9: Minutes from Final Meeting #5 [WSA and TAM]

Task 10 – Prepare and Present Final Community-Based Transportation Plan

The final plan will be prepared based upon public comments received and Stakeholder Committee consensus comments, and will be presented to both the Board of Supervisors [BOS] and TAM Board for acceptance. Members of the Stakeholder Committee will be encouraged to participate in the presentation. TAM will incorporate any final comments from the BOS and the TAM Board into the final Community-Based Transportation Plan.

Once the plan is final, TAM will participate in regional forums to report on project findings, or to otherwise share the information resulting from the planning process. TAM will also report to MTC on resulting key findings and recommendations.

Deliverable #10: Final Community-Based Transportation Plan [WSA]